



Gangs have a
special place for
your kids.

We can help.

408.808.FREE (3733)

www.sccgov.org/gangfree



Santa Clara County Office of the District Attorney



■ MGPTF Meeting 8-28-09

Numbers

- 300,000 (estimate)
- 800+
- 43

Advertising Efforts

(TV and Radio DVD's)

- KTVU 2 – P/C and after
- NBC 11 – after
- KRON 4 – P/C and after
- KPIX 5 – after
- ABC 7 – after
- Univision 14 – P/C and after
- Telemundo 48 – P/C and after
- KGO 810 – after
- KFOX 94.5 – after
- KLIV 1590 – after
- KCBS 740 – P/C and after

Advertising Efforts

(worked to get it...)

- Posted on Community Pages at:
 - KISS 98.1 FM
 - KMEL 106 FM
 - WILD 94.9 FM
 - KKSF 103.7 FM
 - STAR 101.3 FM
 - GREEN 960 AM
 - KNEW 910 AM
- There were another 68 visits to the gang link at the “Knock Out Dog Fighting” website.

Advertising Efforts

(worked to get it...)

- Posted inside JPD
- Posted inside Juv. Hall
- Posted inside Elmwood
- Posted inside Main Jail
- Delivered to Wilcox HS
- Delivered to Gilroy Unified School District
- Follow-up story in Mercury News
- Delivered to MGPTF
- Delivered to Cable Channel 15
- Posted at DSS – CalWORKS benefits desk

Advertising Efforts

(worked to get it...)

- Partnered with Kris Crawford and Knockoutdogfighting.com. Who distributed 2,000 postcards throughout San Jose.
- SNI sent flyers to 318 neighborhood leaders in San Jose in early June.
- 3,000 copies were distributed by SNI among neighborhoods in SNI areas.
- 500 copies were distributed at Mayor's Gang prevention task force meeting on June 10.

Results

- (700) visits to the GangFree webpage
- (68) visits to the link at knockoutdogfighting.com.
- (46) phone calls into the Resource Center.
- Well over (800) people have responded.

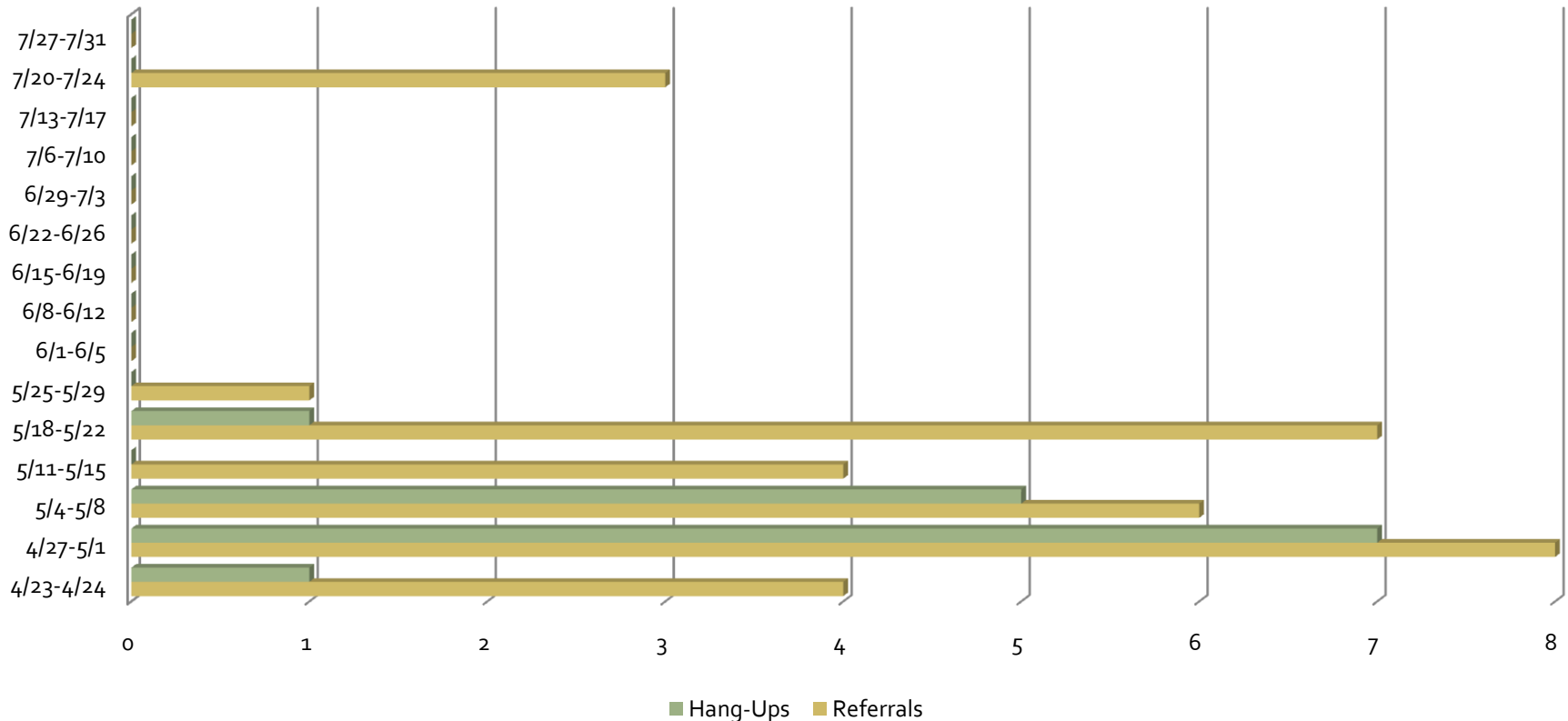
Results

- Over the course of the 90 days, several hundred thousand people saw our gang free message.
- We worked with Victor Garza, Raul Colunga and La Raza Roundtable to fine tune the voice-overs.
- The goal of the program was to increase awareness. We did that!
- The resource center was born out of a meeting just like this one.
- My thanks to Mario Maciel, Robert Ramirez and their staff for all of their hard work.

Results

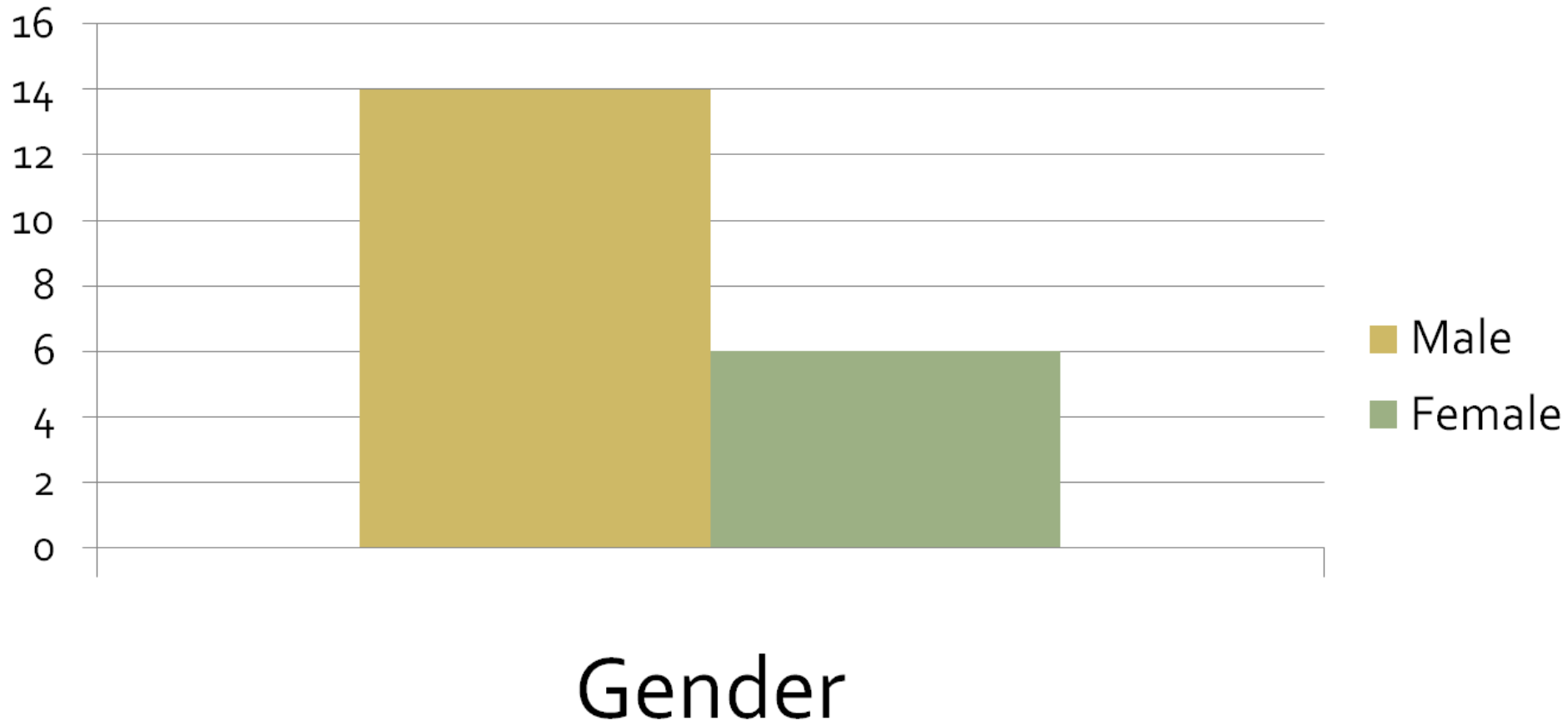
- Referrals: 29
- Hang-Ups: 14
- Overall Total: 43

Gang Hotline Call Activity: 04/23/2009 to 7/31/2009



Results

- 20 callers provided gender information
- 14 calls were for male
- 6 calls were for female



Results

- 22 Callers provided ethnicity information.

ETHNICITY INFORMATION:

17 Latino (Spanish Speaking)

2 Asian (Vietnamese)

2 Caucasian

1 African American

Results

- 8 callers provided gang affiliation information

GANG AFFILIATION:

❖ Sureños—4

❖ Norteños—4

Results

- 22 calls included zip code information:
- 18 calls within Santa Clara County
- 4 calls within Alameda County

18 Santa Clara County	95116 San Jose	5 calls
	95122 San Jose	3 calls
	95133 San Jose	2 calls
	95111 San Jose	2 calls
	95112 San Jose	2 calls
	95127 San Jose	1 call
	95125 San Jose	1 call
	95110 San Jose	1 call
	95037 Morgan Hill	1 call
4 Alameda County	94536 Fremont	2 calls
	94551 Livermore	1 call
	94619 Oakland	1 call

Results

Services requested:

1. Personal Development and Youth Support = 4 calls
2. Gang Mediation/Intervention Response = 18 calls
3. Outpatient Substance Abuse = 3 calls
4. Services for Adjudicated Youth = 14 calls
5. Domestic Violence = 0 calls
6. Truancy Case Management = 0 calls
7. Day Education/Career Development = 0 calls
8. Parent/ Family Support = 14 calls
9. Community Gang Awareness and Capacity Building Workshops = 5 calls

Referral Information

(How they heard about the ad)

- 6 TV Ads.
- 8 Large Billboards.
- 4 Small Billboards: 1 came from Bus Billboard (exterior).
- 4 others: (1 from a friend, 1 from school, 1 from a community meeting).

Recommendations

- Develop marketing plan early and begin at least 3 months in advance.
- Marketing should include media, CBO's, schools, cities and neighborhoods.
- Give program 1 year to get word out.
- Give program 2 years to develop reputation.